Incremental Campaign Results in Amperity

Amperity tracks incremental results for all campaigns built with test and control groups and surfaces key results drivers to identify the marketing tactics driving impact. The Amperity platform automatically holds out a control group when the campaign is designed, allowing marketers to compare the incremental impact of the campaign's treatment versus the control group.

This quick guide walks through interpreting campaign results and incrementality measurement in Amperity.

CAMPAIGN PERFORMANCE APPROACH

Experimental Design

The fundamental goal of launching marketing campaigns is to impact customer behavior. The key to measuring that impact is a holdout control group – a subset of the targeted customer segment that does not receive the given campaign. The users assigned to the control group are statistically identical to those targeted; in fact, the only thing about them that differs is that they don't receive the campaign in question. By tracking the behavior of these groups, Amperity helps you quickly measure the incremental impact.

1. Amperity automatically holds back a control group when the campaign is designed.

2. Amperity tracks the behavior of customers targeted in a marketing campaign and the behavior of customers in the control holdout.

3. Amperity compares the behavior of control customers to those who received the marketing treatment and calculates the incremental impact of the campaign.

Incremental Revenue

Control   Treatment
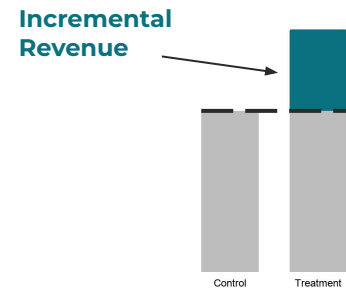
Note: Amperity has a complete view of customers, including all transaction history from multiple channels (e.g., online and in-store). Hence **it is expected** that total revenue, conversion rates, and other KPIs may not match the downstream channel vendor results. An example scenario would be a customer who received an email that did not click and purchase online but transacted in-store. This customer has not converted from an ESP perspective, though they have made a repeat purchase in-store. Amperity captures this omnichannel behavior and reports a conversion from the campaign this customer was a part of. In turn, this will ensure we have a more holistic view of the customer's purchasing behavior for incrementality testing.

A/B Testing & Iteration

In addition to a holdout control group, Amperity allows you to A/B (C/D...) test creatives or offers against one another (and against the control) to quickly test multiple treatments and identify the optimal targeting strategy.

HOW TO INTERPRET RESULTS

Once you've launched a campaign, the platform will track all customer transactions for the defined results tracking period. In the example campaign on the right, there was an even split of control and treatment audiences; the treatment group generated $4.05 more revenue per user than the control group. This resulted in $7.4k incremental revenue over the control baseline. Overall, customers in the treatment audience outperformed the control audience who did not receive the email offer.

Example Email Campaign Results			
	Recipients	Rev./User	Conv. Rate
Treatment	1,825	$6.97	1.53%
Control	1,825	$2.92	0.77%